

ABSTRACT

The development of technology is currently increasing rapidly, especially in the advancement of e-commerce. This business has a positive impact on business people where buyers or sellers can make transactions easily, along with a wide range, and do not require expensive fees. Measuring the influence of Trust and Risk, the use of Social commerce is expected to maximize anything that affects Purchase Intention in the OLX application. Research method used a quantitative method with Structural Equation Modeling (SEM) analysis techniques. For 250 respondents have used the OLX.com application were taken as samples using a non-probability method sampling, especially purposive sampling. Respondents request to give five perception ordinal 17 scales statement items. All indicators belonging to each variable have been tested for validity and reliability.

Before testing the hypothesis, the compatibility of test model with goodness of fit collection. Four interrelated hypotheses form structural equation model (SEM) significant test by T-Value and measure effect of strength . All calculations for testing by LISREL 8.8 software. This research shows of Trust in the website has a significant negative effect on Perceived Commerce risk. Perceived Commerce risk has a direct and significant negative effect on Intention to purchase. Trust toward the website has a positive and significant direct effect on Intention to purchase. Trust toward members has a positive and significant effect on Trust toward members. Trust toward members has a positive and significant direct effect on Intention to purchase. Habit influences the relationship between Trust toward the website and Intention to purchase so that the positive relationship will weaken when Habit is high. This study recommends an effective way to increase purchase intention on OLX Application and strengthen the perspective of trust and reduce purchase risk.

Kata kunci: Trust, Risk, Purchase Intention, Habit, SEM, Lisrel